



Eastham Visitors Tourism and Promotion Services Board
Via ZOOM
Minutes of Meeting May 24, 2021

MEETING: called to order at 3:38 pm by chair Jim Russo via ZOOM

PRESENT: Jim Russo, Chair, Kathy Bunnell, Faith Casarella, Bonnie Nuendel

MINUTES: The minutes from the April 26, 2021 meeting were reviewed. Kathy made a motion to accept them as written; Faith seconded. The vote to accept was unanimous.

SUMMER CONCERTS: Bonnie reports that contracts and W9s are ready to go out to performers after the cover letter is completed. Chandler Travis is in agreement with the 5:00-7:00 final concert on Labor Day. Jim suggested that if Chandler is willing to invite musicians to participate in a jam it might be wise to proceed with that plan this season because of his many relationships with local musicians. Jim also mentioned that if more money was needed for jamming musicians in the final concert, maybe we should adjust the rate in Chandler's contract so that he would reimburse from his share rather than force several last-minute contracts and W-9 forms. Jim's suggestion of a deadline for contract return is a good one and will be incorporated into cover letter as June 15. Discussion followed re how to make the start of our concert season special: glow-in-the-dark stickers, glow lights, chocolate medallions, hats, tee shirts, etc. Stickers might say "I went to the EWG concert". Bonnie suggested seed packets saying, "I'm an Eastham Windmill Green Concert Grower".

We have to acknowledge that COVID restrictions may change by the time concerts are to start or during the season. Bonnie mentioned that two groups who would like to perform in the series have been contacted and likely still will be interested for the summer 2022 series.

Kathy will get out a press release. Bonnie will handle Facebook publicity. Kathy asked which photo should be used for the publicity - the one that shows a socially distanced audience or another one. Jim states he hasn't yet spoken to Jane Crowley, Eastham's Health Agent, to ascertain those most recent COVID precautions. Bonnie will email Jane Crowley. Jim asked whether we should still have a grid installed by DPW for each concert. Bonnie asked whether the Covid precaution signs might be confusing and volunteered to remove them; Faith will help. Faith questioned whether we should have grids for attendees on the WG. Bonnie will check with Jane.

MAP OF EASTHAM: Jim reports that nothing further will be done with it for a while due to this being a busy time of year for him. The map needs to be put into a form that Helena Lawrence can work with. Kathy volunteered to work on the map with Jim as she has some ideas she would like to share. They will discuss soon.

BUDGET ITEMS: There were no additional items to add or subtract from our budget from last meeting. Jim asked Bonnie to be sure to get copies to the committee prior to the next meeting from the town accountant, Teena Tilton.

HOLIDAY PLANS: Jim has emailed Tom Faris at NRHS right after our 4/26 VSB meeting. He hasn't received a response yet but will reach out again soon.

Regarding individually wrapped cookies, Jim suggests that the committee gather day or a day or two before to place cookies in wax paper bags. We decided not to compile a list of what's needed for Carols on the Green until a future meeting. Kathy made a point of saying that maybe we should get a commitment from Tom Faris before printing the posters. Jim explained that due to the length of the time interval before the holiday season, if the poster lists a plan that changes, it should be fine.

DECOR AND LIGHTING: Bonnie reported a contact with Steve Rice from Lighting and Living. He looked at the gazebo and is willing to get lights at cost. He suggests that the solar spotlights for the "Welcome to Eastham" signs should be encased in cement to prevent theft. The plan will be for Faith and Bonnie to meet at the WG tomorrow to remove precautions signs and assess lighting in gazebo. Bonnie will follow up with Steve. Faith asked about the tree planned for the C of C info booth.

BANNERS: Jim reports Andrea Daniels sent him a photo for the banner contest but there have been no additional entrees received. The committee agreed to let the contest just die out because the photos need to be specialized artwork to be worked up into identifiable symbols of Eastham. Jim's suggestion of a windmill image with the words "Eastham WG Summer Concerts" was well received by the committee. VSB members should look online at the catalog for available stock banners. Bonnie will make a plan to view the current banners at the DPW barn, photograph and count them.

ADJOURNMENT: Faith motioned that the meeting be adjourned; Jim seconded. The vote to adjourn was unanimous at 4:58 pm.

NEXT MEETING: VSB will convene on June 28 at 3:30 pm, the day of our first concert.

Respectfully submitted,
Bonnie Nuendel, sec'y